

## **Abstract**

**Title:** Innovation of product offer for travel agency Europani-tour.

**Project goals:** The main objective of this bachelor thesis is to create the own model trips with sport focus for the company Europani-tour.

**Method:** In my thesis I used descriptive case study using a document monitoring and qualitative interview.

**Results:** I created a new product - seven trips with sport focus for the travel agency Europani-tour. Before fulfillment of the main objective I have done a situational analysis of sport activities, explored an offer of the other travel agencies and tour operators, and explored a demand through interview.

**Key words:** sport, trip, tourism, marketing mix